

Assessment of the Master Thesis – Opponent



Study program: International Economic Relations

Field of Study: International Business – Central European Business Realities

Academic Year: 2016/2017

Master Thesis Topic: **Marketing Strategic Plan for Europa Capital's New Project**

«Dome Prag»

Author's Name: Bc. Ella Rozmanova

Ac. Consultant's/Supervisor's Name: Ing. Markéta Lhotáková, Ph.D.

Opponent's Name: Mgr. Ivan Orsag

	Criterion	Mark (1-4)
1	Overall objective achievement	1
2	Logical structure	1
3	Using of literature, citations	1
4	Adequacy of methods used	1
5	Depth of analysis	1
6	Self-reliance of author	1
7	Formal requirements: text, graphs, tables	1
8	Language and stylistics	1

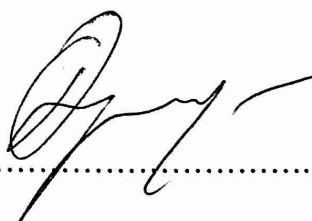
Comments and Questions: The Master thesis has achieved its goals, has good logical structure and was studied in depth, which shows that the author understands both – the theoretical and practical part of real estate sphere that was opened in this thesis. All graphs and tables fit formal requirements. The Questionnaire organized by the author has generated very useful information for the business side of Dome Prag. Question:

- 1) How could brand analysis help Dome Prag to succeed on the real estate market?
- 2) What pros and cons does real estate company have with self-selling services like bezrealitky.cz. Can it be possible that with time people will stop using a real estate company's services

Conclusion: Master Thesis is recommended for the defense

Suggested Grade: 1

Prague, 25.05.2017


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Opponent